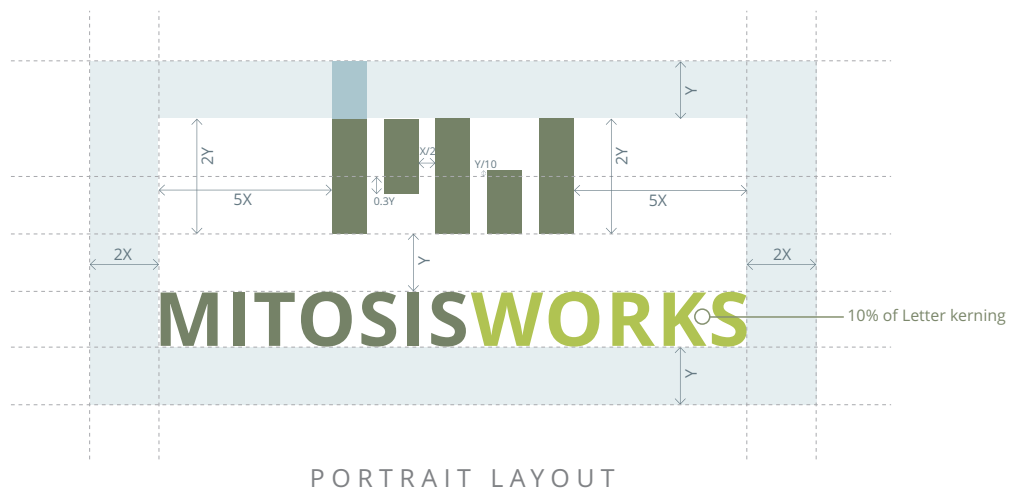




0.1 Logo Specifics

Clear Area

Note: Keep the clear area to each side of the Mitosis Identity equal to or greater than 'S'.



0.2 Logo

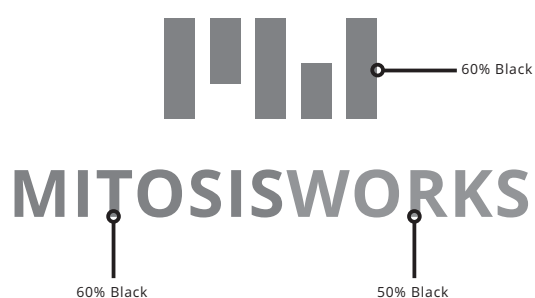
Logo, Greyscale logo



PORTRAIT LOGO



LANDSCAPE LOGO



GREYSCALE PORTRAIT LOGO



GREYSCALE LANDSCAPE LOGO

Font - Open Sans

Grumpy wizards make toxic brew for the evil Queen and Jack.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Light 300

Grumpy wizards make toxic brew for the evil Queen and Jack.

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Semi-Bold 600

Grumpy wizards make toxic brew for the evil Queen and Jack.

Bold 700

Grumpy wizards make toxic brew for the evil Queen and Jack.

Extra-Bold 800

Grumpy wizards make toxic brew for the evil Queen and Jack.

Light 300 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Normal 400 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Semi-Bold 600 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Bold 700 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

Extra-Bold 800 Italic

Grumpy wizards make toxic brew for the evil Queen and Jack.

0.4 Color Palette

Brand Colors



Primary Colors



CMYK: C58 M40 Y65 K7
RGB: R99 G117 B96



CMYK: C58 M40 Y65 K7
RGB: R99 G117 B96

Secondary Colors



CMYK: C17 M3 Y88 K0
RGB: R197 G216 B58



CMYK: C62 M55 Y79 K53
RGB: R61 G61 B47

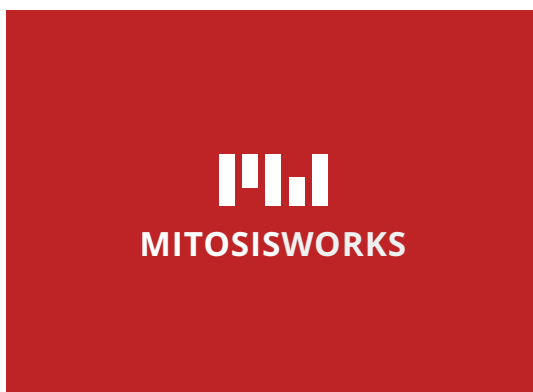
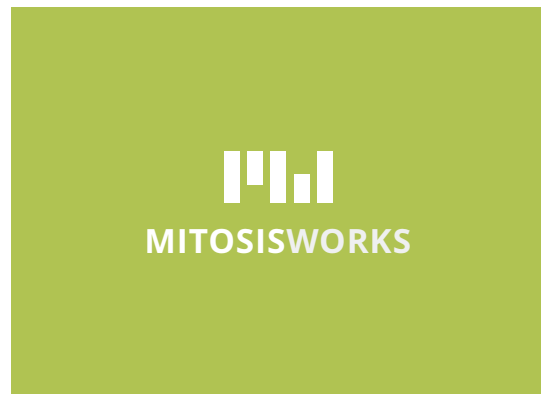


CMYK: C18 M99 Y100 K8
RGB: R169 G43 B33



0.6 Logo on Colors

White Logo



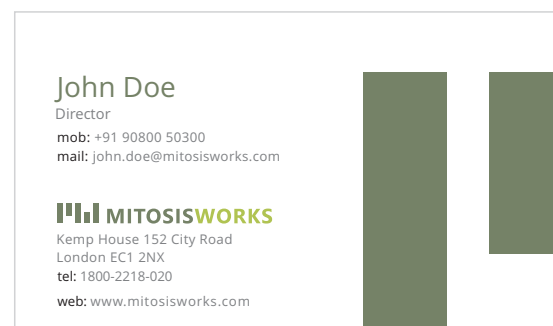
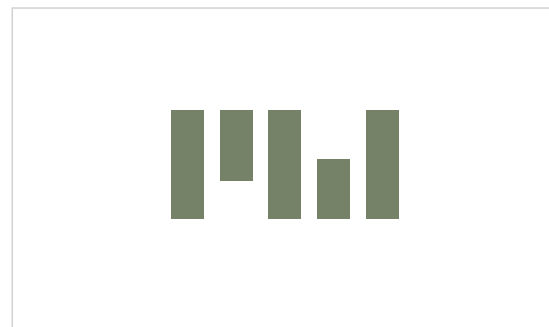
0.7 Logo on Stationaries

Business card

BUSINESS CARD - General



BUSINESS CARD - Personal



0.8 Logo on Stationaries

Letterhead

LETTERHEAD

